

**SCOTTSDALE PRIDE COMMITTEE  
CORPORATION YARD  
9191 E. SAN SALVADOR  
TURQUOISE CONFERENCE ROOM  
SCOTTSDALE, AZ  
APRIL 4, 2002**

**MINUTES**

**PRESENT:** Al Beasley, Chairman  
Cathy Zebarth, Vice Chairperson  
Mike Blaire  
Kristina LaJeunesse  
Steven Lichtblau  
Debbie Fuller  
Susan Jorge  
Sonnie Stevens  
Gary Bretz

**ABSENT:** Debora Moritz  
Bruce Specter  
Lisa Haskell  
Jim Pompe  
Dennis Graves  
Brian Webber, Jr.,

**STAFF:** Joanie Mead

**OTHERS PRESENT FOR ALL OR PORTIONS OF THE MEETING:**

Rae Darden, Citizen Services Arabian Library  
Ric Alling, Scottsdale Center for the Arts  
Carrie Cohill, Citizen Participation Class, ASU

**CALL TO ORDER**

Chairman Beasley called the regular meeting of the Scottsdale Pride Committee to order at 5:40 p.m.

**APPROVAL OF THE MINUTES**

A Motion was made by Ms. Stevens to approve the minutes of the March meeting as presented. The Motion was seconded by Mr. Lichtblau and passed unanimously.

Chairman Beasley announced that Debbie Fuller is resigning from the Committee because she has taken a job change and will be working at night. Chairman Beasley thanked Ms. Fuller for all of her service on the Scottsdale Pride Committee. Ms. Fuller stated she would be willing to volunteer to help with projects.

## **NEIGHBORHOOD RESOURCES GUIDE**

Ms. Darden, Citizens Service Specialist at Arabian Citizen Service Center, stated she is in charge of the Neighborhood Resources Guide update. She stated it is a popular resource guide for citizens. She further stated it takes time to ensure all the numbers and information is correct. This year they are seeking input from Board and Commission members. She added she is seeking three volunteers who would like to provide their opinions. Ms. Stevens, Ms. Fuller, and Mr. Bretz volunteered to review the guide.

Ms. Darden reported they receive hundreds of requests for these guides. She further reported that the guide is also on a CD that can be used in computers.

## **SCOTTSDALE CENTER FOR THE ARTS**

Chairman Beasley introduced Ric Alling Vice President and Director of Operations for the Scottsdale Center for the Arts.

Mr. Alling provided the Committee with an overview of the Scottsdale Center for the Arts. He passed out copies of the structure for the Scottsdale Center for the Arts. He reported that the Scottsdale Center for the Arts opened in 1975. He commented that he spoke with Patricia Myers, a long time Scottsdale resident, who wrote a book on the history of Scottsdale. He further commented that she was unable to attend but left him a voicemail outlining some of the original details for the Center for the Arts. He added he would like the Committee to listen to that voice mail.

(The Committee listened to Patricia Myers' phone message to Mr. Alling.)

Mr. Alling stated how the community interacts with the building is a point of pride for him. The Mall area acts as a public assemblage place that allows people to share common experiences. He presented information on how the population of the City of Scottsdale has increased since the Center for the Arts opened in 1975. He also presented information on the number of people who come through the Center each year.

Ms. Fuller stated she has heard from people visiting the Mall that they think it is beautiful and cannot believe they are in the center of the city. Mr. Alling stated many people drive under the Mall and do not know it is there. It is a getaway from the city right in the middle of the downtown area.

Mr. Lichtblau inquired if there have been crimes in the mall area. Mr. Alling stated there is very little crime but there are a few homeless people in the area.

Mr. Alling presented information on the expansion of the theater stage area and on the relocation of the Windows to the West sculpture. He also presented information on the exhibits and activities at the Scottsdale Museum of Contemporary Art. Ms. Jorge inquired how they get the word out about the activities at the Museum. Mr. Alling replied mostly through word of mouth due to their budget constraints.

Mr. Alling stated if the Committee would like any additional information he would be happy to provide it.

Chairman Beasley provided an overview on the Points of Pride program for the benefit of the guests.

## **SUBCOMMITTEES**

### **Development**

Ms. LaJeunesse reported the Development subcommittee is looking into the signage for the Points of Pride as well as establishing criteria.

Ms. Jorge inquired if the subcommittee had determined the layout and design for the signs. Mr. Lichtblau stated they have not been completely designed and they would most likely have to receive approval from the City before going forward.

### **Marketing**

Vice Chair Zebarth stated the Marketing subcommittee has been looking into expanding advertising for the Committee's events and soliciting more people to volunteer. She further stated she looked into event calendars in event publications like the Newtimes, and Get Out magazines. She added she received information on advertising in magazines and she felt the cost was prohibitive. Ms. Mead suggested they update the Volunteer Match website that Mr. Blaire set up a few years ago. Ms. Mead noted that all press releases must go through the City.

Chairman Beasley suggested that they put together a video similar to the San Jose Beautiful video the Committee viewed at last month's meeting.

Chairman Beasley reported that he met with a Cox Cable representative regarding commercials for Treasures 'N Trash. He further reported that Cox Cable would do a 100 percent funds match for commercials. He added he would be meeting next week with the Cox representative to discuss businesses that could sponsor the commercials. He discussed the different variables that determine the cost of the commercials. It would be cheaper if they target one series of zip codes and have the commercials just air in Scottsdale. The cost would also depend on the channel and the time.

Ms. Fuller suggested they show this video during the morning announcements at the schools. A discussion ensued that any video project could serve more than one purpose. Ms. Fuller suggested using school age kids in the video so the kids can see people their own age being involved.

Chairman Beasley stated they need to put together a package to present to businesses that might be interested in sponsoring the commercials.

### **Education/Outreach**

Ms. Stevens stated the Education Committee has not met since the last meeting. She further stated that although Earth Day has been scaled back this year they are planning on having a paper-making booth for the children at the event.

### **NEW BUSINESS**

#### **Scottsdale Pride Committee Annual Report**

Chairman Beasley stated that Mr. Blaire has prepared a report that recaps last year's events. He inquired if the Committee members had any changes, corrections, or additions. Ms. Stevens requested a correction on Page 3; Downtown Coalition should be changed to Downtown Task Force.

### **OLD BUSINESS**

#### **Christmas in April**

Ms. Mead stated that each year she invites the SPC to participate in Christmas in April. The event is scheduled for April 13<sup>th</sup>. She further stated that the project they selected this year did not work out. They thought that this year they would paint houses. She added the Committee is welcome to participate in Phoenix's project.

Mr. Blaire inquired if the thank you certificates were sent out to the businesses that donated to Treasures 'N Trash. Ms. Fuller stated she would get them out this weekend.

### **ANNOUNCEMENTS**

Ms. Mead inquired if any of the Committee members attended the volunteer recognition event that was held this morning. Ms. Stevens stated she attended the event and there was a big turnout. She further stated the theme was a cruise and many people were dressed in island clothes. They raffled off prizes.

Ms. Mead inquired if the Committee members had received their invitations to the Boards and Commission reception at WestWorld on April 23<sup>rd</sup>.

Ms. Mead stated the Friends of the Scenic Drive are having a memorial dedication for Don Schoenau this Saturday.

Ms. Mead reported that Friends of the Scenic Drive are looking for volunteers to help paint utility boxes on Scottsdale Road on May 11th.

Ms. Mead presented the group with a new Committee list.

Chairman Beasley stated the next Boards and Commissions training session is May 17<sup>th</sup>.

Chairman Beasley passed out a flier for a music party for the Professional Musicians of Arizona. He reported that they are trying to raise funds for the Phoenix Symphony because they had to take a pay cut to allow them to stay together.

Ms. Stevens stated if any of the Committee members would like to be on the e-mail list she sends out to downtown supporters updating them on what is going on in the Downtown to let her know.

#### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:45 p.m.

Respectfully Submitted,

"For the Record" Court Reporters